



Guest Services Associate Job Description

Job Title: Guest Services Associate
Department: Guest Services
Report To: Guest Services Supervisor/Manager
FLSA Status: Non-exempt

Position Overview

Guest Services Associates (GSAs) are responsible for acquainting visitors and groups with the exhibits, activities, and special attractions of Coral World. They represent the company and promote its image by being helpful, friendly, courteous, professional, and knowledgeable. This position may be full or part time with variable hours to cover a seven-day a week operation.

Principal Duties and Responsibilities (Essential Functions):**

Customer Service

- Answer questions from the visitors courteously, giving accurate information.
- Greet individual visitors and groups, including school and camp groups, at the front entrance to welcome them to Coral World.
- Conduct orientation sessions with groups at a specified location within the premises of Coral World
- Encourage guests to visit all exhibits, explaining the attractions of each and the timing of special events such as feedings or presentations.
- Assist visitors in wheelchairs by noting ramps & operating the wheelchair lift.
- Assist with clerical duties, including but not limited to photocopying of maps and waivers
- Secure and maintain an accurate count of tour groups.
- Give guided tours throughout the park as needed.
- Invite guests to visit our Café, Shark Bar, & gift shops for their purchases
- Log items lost & found and report these to the Administrative Office
- Ensure that all visitors have left the park before locking the front gates and exhibits.
- Assist injured guests by providing first aid and communicating the need for assistance to the Administrative Office.
- Prepare accurate and complete incident reports for any guest injuries and submit to the Administrative Office.
- Under the supervision of the Education Coordinator, assist with educational programs, including school field trips, exhibit presentations, and daily exhibit talks.
- Staff the Touch Pool, which includes handling the inhabitants and instructing guests on the proper handling of the marine animals.
- Assist Marketing with special programs including holiday programs.

Reservations

- Are stationed at the Reservations Desk or such other location as may be established for reservations and are responsible for meeting, greeting, and directing every customer who approaches the kiosk or otherwise seeks information and assistance
- Must be knowledgeable about Coral World's activities and encounters so they can answer all customer

inquiries, identify, and escalate a sales opportunity into a sale and upsell by offering additional activity and encounter suggestions

- Process, enter, and confirm reservations for walk-up and call-in customers who may be individuals calling directly or concierges and tour desk agents calling on behalf of guests
- Must be courteous, attentive, friendly, cooperative, and professional with customers at all times
- Must be accurate and prompt when inputting reservations into the reservation system to avoid problems like overbooking a time slot, duplication of reservations, or deletion of a reservation
- Must know all restrictions applicable to a particular activity or encounter so they can avoid booking activities and encounters for guests who are unqualified to participate.
- Must actively engage all customers in a friendly, courteous, and helpful manner, especially with pre and post activity and encounter customers, to ascertain their level of satisfaction with the encounter and the park
- Must fully support and cooperate with activity and encounter staff to ensure smooth operations and communicate scheduled activities and encounters to the responsible staff in a timely manner, including any potential guest issues
- Update and maintain the master reservations schedule in whatever manner it is currently maintained (e.g., in-house reservation system, online reservation system)
- Promptly answer incoming calls in a pleasant and courteous phone manner
- Handle guests and calls in the most efficient manner to minimize waiting time for on-site guests and callers
- Operate computerized cash register and credit card machine to conduct sales transactions, handle cash and make change as required; prepare cash register reconciliation
- Identify any recurring roadblocks to a customer's positive experience and provide feedback to the Reservations Supervisor
- Assist customers with issues and complaints with empathy and a focus on guest satisfaction. Call on the Reservation Supervisor or another manager for support with any serious customer complaints they cannot resolve personally
- Maintain a clean and neat work area by performing general housekeeping duties to include dusting, cleaning, and sweeping work area
- Properly cares for equipment including computers, display monitors
- Serve as back-up for incoming calls to administration
- Other duties as assigned

Supervisory Responsibility

This position has no supervisory responsibility.

Work Environment

This job operates in a professional environment primarily outdoors. The employee will be exposed to sunny, warm, humid, and wet conditions. This role routinely uses standard equipment such as computers, phones, photocopiers, and iPad/tablets.

Physical Requirements

This position requires the employee to stand for most of his or her working hours but occasionally must stoop, kneel, crouch, or crawl. The GSA is required to walk around the park sometimes on uneven ground and up and down stairs. The GSA is frequently required to reach with hands and arms, using

hands to handle or feel. The GSA is required to be in constant communication with guests requiring the GSA to talk and hear. The GSA must frequently lift and/or move up to 10 pounds and occasionally may lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Position Type and Expected Hours of Work

This can be a full or part time position. Days are scheduled around a 7 day work week. During the slow season hours and days may be reduced.

Qualifications & Skills

REQUIRED:

- High School Diploma or equivalent
- Speak and write English clearly & articulately
- Outgoing & friendly personality
- Prior customer service/hospitality experience.
- Must be service oriented
- Must be dependable/reliable
- Must be able to handle difficult, high volume situations while maintaining composure
- Must be pleasant, helpful, courteous, responsible & enthusiastic.
- Must be CPR/First Aid Certified.
- Must be a team player and be able to get along with others
- Must be personable, courteous and able to work under pressure
- Must be willing to work overtime, holidays, and weekends when scheduled

PREFERRED:

- Bilingual

Other Duties

Please note this job description is not designed to contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change (example: emergencies, changes to personnel, workload, rush jobs, or technological developments).

Please include the job title in the subject line. References required.

Please submit cover letter, resume, and references by email to be considered for the position.

Contact Information:

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